

C.G. Gunther's Sons
84th Winter Season.



Imperial Crown Russian Sables (reliable for quality and natural color.) And finest Hudson Bay Sables made into the latest Aplat muffs and Boas at moderate prices.

184 FIFTH AVENUE, At Twenty-third Street.

JAMES McCREERY & CO.

Fans and Fancy Goods. Opera Glass and Handkerchief Bags, made of the latest Pompadour silks. 2.75 and 3.75 each. 500 Empire Feather Fans, mounted on imitation tortoiseshell sticks. Various colors. Attractive for souvenirs or favors. 50c each. value 1.00

Paris novelty Empire fans, —spangled and hand-painted,—mounted on bone or pearl sticks.

Twenty-third Street.

JAMES McCREERY & CO.

Ladies' Coats. Black Cheviot, Zibeline or Kersey Coats. With or without cape. Half-length, semi-fitting. Lined with satin. 14.50

Black Broadcloth and tan covert cloth jackets. Close fitting. Various lengths. 18.50 and 22.50.

Twenty-third Street.

JAMES McCREERY & CO.

Sale of Corsets. Straight front model with dip hip. Supporters attached. Sizes 18 to 30 inches. Odd Corsets included. 1.25 value 1.75 to 2.50

High grade imported black corsets. Various models. Sizes 18 to 36 inches. 3.50 and 6.50 formerly 4.75 to 12.00

Twenty-third Street.

F. Booss & Bro.

FINE FURS. Special Offerings FOR

HORSE SHOW

Prices will be from 25% to 50% below regular market values.

449 Broadway,

Stern Brothers

are now showing, on the Second Floor, in the New Annex to their
Women's Costume Department
a large assortment of
Street and Evening Gowns
in all the newest materials
For Present and Winter Wear

Special Sales, To-morrow
in the following departments
Cloak Departments

TAILORED CLOTH COATS with skirted blouse, stitched seams, or cape effect, \$17.50, 23.50, 29.50
RAIN-PROOF CLOTH COATS of tan, olive, Oxford and English Mixtures, \$13.50, 19.75, 26.50

Additional lines of high-cost
French Dress Fabrics
at
Greatly Reduced Prices
Canvas Boutonne, Scotch Cheviots and Homespuns in the newest effects, Zibelines in self colors, checks, stripes and fancy tufted designs, Formerly \$2.45 to \$4.00 yd. \$1.25

Women's Hats For Evening Wear
Made of Velvet, Silk Plush and Chiffon, untrimmed, First Floor. \$2.45, 2.95, 3.75

Vellum Writing Paper
Superfine quality. Put up in boxes containing 120 sheets with 100 envelopes, square shape with long envelopes, Value 90c Box 68c

Leather Goods
HAND BAGS, in the most stylish shapes and leathers. CARD CASES AND POCKET BOOKS with rich mountings of gold, SEWING BOXES, DESK PADS AND FOLIOS, TRAVELLING BAGS, with and without toilet fittings
Special Values, To-morrow
HAND BAGS, of Morocco leather, in black, blue, green and red, fitted with purse and card case, \$2.95
THE NEW LEATHER CRUSH BELT, \$1.60

ENTIRELY NEW DECORATIONS IN
Rich French China
Bread & Butter Plates, Doz., \$3.25, 5.50, 7.25
Tea Cups and Saucers, Doz., \$5.95, 8.75, 12.50
Entree Plates, Doz., \$7.25, 10.25, 16.75
Chocolate Cups and Saucers, Doz., \$6.50, 12.50, 15.25
Course Plates, Doz., \$9.25, 11.75, 22.00
Chocolate Pots, \$2.75, \$3.95, 6.95
Rich English Plates, Cups and Saucers
From Minton's, Copeland's and Crown Derby Factories,
At Decided Reductions from Former Prices
Third Floor.

Girls' & Misses' Apparel.
GIRLS' LONG CLOAKS, heavy all wool melton, top cape, trimmed with rows of braid and buttons. leather belt, 6 to 14 yrs., Value \$12.50 \$8.90
CHILDREN'S COATS, several neat styles with capes, of cloth, velvet and corduroy, 2 to 6 yrs., \$4.95
MISSSES' SUITS, of mixed zibelines and fancy mixtures, long coat, blouse effect, 14 and 16 yrs., \$23.50, 25.00
MISSSES' SILK WAISTS of Peau de Soie and Peau de Cygne, black, white and pastel shades, 14 and 16 yrs., \$3.95, 4.95 Value \$4.95 to \$7.50

Upholstery Dep't Third Floor
TAPESTRIES & HANGINGS AT SPECIAL PRICES
SILK & COTTON TAPESTRIES, 50 in. wide, Formerly \$3.25 and \$3.75 yd. \$1.95, 2.50
SILK BROCHES, 50 in. wide, Formerly \$5.75 and \$6.75 yd. \$2.75, 4.75
IMPORTED TAPESTRY CURTAINS, Formerly \$6.75 and \$8.50 Pr. \$5.25, 6.75
IMPORTED COUCH COVERS, Formerly \$8.50 and \$12.25 \$6.75, 9.75

Reduction Sale of
Lace Curtains & Stores
IRISH POINT CURTAINS, \$2.95, 4.50, 8.00 Formerly \$3.95, 6.75 and 12.00 Pr.
RENAISSANCE CURTAINS, \$3.25, 4.95, 6.25 Formerly \$4.95, 7.50 and 8.75 Pr.
POINT ARABE CURTAINS, \$6.25, 8.50 9.25 Formerly \$8.75, 12.50 and 13.75 Pr.
STORES BONNE FEMME, Each \$5.50, 8.00 Formerly \$9.00 and 12.50.

West Twenty-third Street.

Ehrich Bros.
6TH AVE., 22d and 23d STS., NEW YORK.

Our Guarantee--the strongest ever issued.
Some stores sometimes offer single articles at low prices in order to attract trade for other goods; others advertise at times, claiming to sell cheaper than their competitors. Now we GUARANTEE to sell as low if not lower than any store in New York, and we hold ourselves ready to instantly refund any differences (or the entire purchase price if desired) in case we are shown to be undersold.

Challenge Floor Rugs
Sale of
which, taken in conjunction with Our Challenge Offerings in other departments, will bring the people here from every point of the compass. Hints:
Axminster and Brussels Rugs.
An overflow direct from the Manufacturers to the Consumer—

AT 11.75 12 x 9 Tapestry Brussels Rugs, Sanford's make, "Double Extra;" they are suitable for parlors, library and dining-rooms—regular value \$17.50, and worth every cent of that price.
AT 19.00 12 x 9 Alex Smith & Sons Axminster Rugs, Turkish, Persian, Oriental and floral designs—one of the best and most suitable parlor and library rugs—regular values from \$30.00 to \$35.00.

Challenge Offers in the Very Best All Smyrna Carpet Rugs.
Patterns in the following styles: Camel's Hair, Broche, light colorings, red ground; wreath centre, rich shadings. Empire design; dark, rich, green ground; allover set figures. Oriental; bright red ground; medallion; green ground; wreath centre. Oriental; medallion; shaded green ground, &c., &c.
Now the Prices and the Values.
AT 9.89 9 feet x 6 feet; regular values \$15.00.
AT 14.33 10 1/2 feet x 7 1/2 feet; regular values \$22.50.
AT 18.00 12 feet x 9 feet; regular values \$30.00.

Floor Rugs in Other Sizes.
3.49 for 36 x 72 Imperial Smyrna Rugs, W. & J. Sloane make, in rich and elegant designs and modern colorings; value \$4.50.
5.75 for 63 x 9 feet Moravian Smyrna Rugs, hand made, reversible; value \$8.00.
9.75 for 9x12 feet Moravian Smyrna Carpets, hand made, reversible; value \$15.00.
7.98 for 63 x 9 feet Brussels Rugs, fine quality; value \$12.00.
21.49 for 9x12 feet Bigelow's best Body Brussels floor Rugs—choice patterns; value \$27.50.

Carpets—At Challenge Prices.
47c a yard for Tapestry Brussels Carpet, choice designs and colorings; value 65c.
69c a yard for all-wool Velvet Carpets, W. & J. Sloane make; value \$1.00 a yard.

Challenge Prices on Best Quality Floor Oilcloth.
Extra Heavy 1/2 Price. Extra Heavy
500 rolls of 4-4, 5-4, 6-4 and 8-4 widths, which means thousands of yards.
At 25c. yd. At 30c. yd. At 35c. yd.
the 60c. quality. the 60c. quality. the 75c. quality.
Limited Quantity to Each Customer.

Startling Challenge Values in Mattresses, Bed Springs and Beds.
A good 40-lb. Hair Mattress, one or two parts, best ticking, value \$8.00, all sizes for..... 5.98
Sanitary Long Hair Mattresses, made in one or two parts, choice of A. C. A. ticking or fancy ticking, value \$18.00, for... 12.75
Combination Hair Top and Bottom Mattresses, one or two parts, with 6-inch border, value \$6.00, for 3.75
Turkish Upholstered Set Down, box springs, dust proof and solid comfort, in all sizes, choice of tickings, value \$10.50, for... 7.75
Telescope Iron Folding Bed Couches, mattress and bolster complete, value \$12.00, for... 8.75
Upholstered Box Couches, self-opening spring, good workmanship, value \$12.00, for... 8.65
Good Feather Pillows, 3 lbs., value \$1.00, for 49c

A Complete Bed Outfit, Value \$16.00, for \$12.50.
See what it comprises—one bed, brass rail and spindle, one good all-iron spring, one all-hair mattress, made in one or two parts, value \$16.00. Challenge Price..... 12.50

Lace Curtains and Bed Sets, Portieres and Couch Covers.

Lace Curtains made to sell at \$1.75 a pair, copies of all the real lace curtains, such as Renaissance and Arabian designs. Challenge Price, pair..... 1.00
Scotch Lace Curtains; look like hand-made laces; rich in effect and correct copies of Brussels. Antiques, Irish Points; values \$2.98 and \$3.50; Challenge Price, pair..... 1.95
White Irish Point Lace Curtains—our new fall importation; all clean-cut, up-to-date styles and patterns, at 4 special prices; some for \$5.75 pair, and others for \$6.75, 2.98 \$4.75 and.....

Fine Renaissance Lace Bed Sets,
Made of fine English Bobbinet, decorated with choice designs of Renaissance motifs. The bed spread has Renaissance centerpiece, with bolster roll to match, finished with Renaissance insertion and edge, with full bon femme valance.
4 Very Great Specials for This Sale.
All of the very choicest and all at Challenge Prices,
4.75, 6.75, 9.75 and 12.50.

Portieres and Couch Cover Challenges.
AT 1.25 a pair, \$2.50 Portiere Curtains, fringed top and bottom.
AT 3.50 Armure Portieres, extra heavy fringe, lattice work effect, worth \$5.50.
AT 1.75 Couch Covers, 56 inches wide, worth \$3.00, fringed all around, Oriental and Moorish designs.
AT 4.98 a pair, Mercerized Portieres, beautiful assortment; worth \$7.50 pair.

We Give Blue Trading Stamps with All Cash Purchases.

Rothenberg AND Co.
New York's Fastest Growing Store. WEST 14TH ST. Satisfaction Guaranteed or Money Promptly Refunded.

Visit Our Handsome Restaurant, Third Floor.
This Great November Sale Brings Opportunities to Buy

Lace Curtains and Portieres Amazingly Low.

Good proof of the great values in the great business we are doing. All past records are being eclipsed. Business is booming right along, and we haven't mentioned this sale since Sunday.

Ruffled Muslin Curtains. Three yards long, full width, lace insertion and lace edge, strong and durable, value \$1.25, at 79c
per pair for ENGLISH LACE CURTAINS—Renaissance, Cluny, Point-Arabe, Irish Point, Tambour and Brussels patterns, 3 1/2 and 4 yards long, 54 and 60 inches wide; actual value \$3.75.
Irish Point Lace Curtains. Open work and deep hand embroidered borders, finest Bobbinet, value \$6.00, at... 3.98
5.00 Oriental Portieres, 3.00 98c. Rich effects, extra heavy quality; perfectly reversible; value \$5.00 per pr., 3.00
Table Covers. Reversible armure tapestry, 3x2 yards, value \$4.00, at 1.98; 2'x2 yards, value \$3 at \$1.49; 2 yards square, value \$2, at 98c
Reversible Armure Portieres Fifty inches wide, three yards long, deep lattice fringe; sold regularly for \$3.98; special at..... 2.00
per pair for RUFFLED ENGLISH BOBBINET CURTAINS—Deep lace insertion and edge, full length and width; actual value \$2.00, 98c.
per pair for POINT ARABE LACE CURTAINS—Heavy corded patterns, exclusive styles, great variety of patterns; sold at other stores at \$4.75, 2.50
2.50 Lace Curtains, 1.33. 2,000 pairs exquisite Colonial, Renaissance, Empire, Marie Antoinette and floral designs, values to \$2.50, at..... 1.33

Astounding Rug News.

The Recent Purchase of an Entire Sample Line Brings Phenomenal Money Savings.
Best Quality All-Wool Smyrna Rugs (reversible), 7.6 10x6, value \$10.6, value \$22.50; sale price..... 15.98
9x12, val. \$32.50; sale price, \$22.50
Second Quality All-Wool Smyrna Rugs (reversible), 4 yds long and 3 yds wide (21 patterns), actual value \$25; sale price \$16.75
Third Quality All-Wool Smyrna Rugs (reversible), 12 ft. long and 9 ft. wide (24 different patterns), actual value \$19.75; sale price..... 12.98
30x60 inches, value \$2; sale price, \$1.39
Smith's \$55 Axminster Rugs, \$39.75. 15 feet long and 12 feet wide; latest, most beautiful patterns and colors; \$55 rugs at 39.75
Smith's \$45 Wilton Rugs, \$27.50. 12 feet long and 9 feet wide, in rich Oriental and Persian patterns; \$45 value at... 27.50

Carpets. 98c per yd. for \$1.25 and \$1.50 Smith's Axminster Carpets, borders to match.
57 1/2c per yd. for 65c. and 75c. All-Wool Tapestry Brussels, parlor, sitting-room and stair patterns.
75c per yd. for All-Wool Velvets, in parlor, library, sitting-room, hall and stair patterns; sold regularly everywhere at \$1.10.
\$12 Japanese Matting at \$6.75. Linen Warp Japanese Matting, in large carpet patterns, in red, green and blue; 40 yards to the roll; value \$10; limit, 2 rolls to a customer, at, per roll..... 6.75
Floor Oilcloth. Heavy Floor Oilcloth, 1, 1 1/2 and 2 yards wide, best patterns, will be offered to-morrow at a price that may clear the entire lot before noon—don't delay. English enamelled surface. Value 35c. per square yard; special at... 19c
Heavy Plain Scotch Linoleum, 4 yards wide; value 49c 98c. per square yard. No mail orders.....

Furniture Under Value.

Five-Piece Mahogany Parlor Suits, all hand-polished frames, covered in silk damask or Verona velours, in all the latest colors and designs, full spring edge and tufted backs; this suit cannot be duplicated for less than \$50.00; special at..... 35.00
\$18.00 Bed Outfit, \$11.50. A Handsome Steel Enamelled Bed, like illustration, extra heavy, including a combination hair mattress, in 1 or 2 parts, an all-steel spring—no wood—and 2 feather pillows; worth complete \$18.00. Sale price, in all sizes..... 11.50
50 Handsome Turkish Couches, exactly like illustration, guaranteed indestructible, highly finished golden oak frame and heavy claw feet, covered in a choice selection of imported velours, positively worth \$18.00. Sale price..... 11.50

Splendid Silverware Values To-Morrow.

Roger Tea Sets, 4 pieces, hand burnished, with bead edge, every article stamped with maker's name and warranted quadruple plate; value \$6.49 per set, at... 4.98
Bouquet Holder, Candlesticks, Bonbon Dishes, Children's Cups and Napkin Rings, quadruple plate; value 49c. each; special at... 25c
Sterling Silver Napkin Rings at 29c., value 49c.; at 49c., value 69c.; at 75c., value 98c.
Rogers "A1" set of 26 pieces, consisting of six knives, 6 forks, 6 tablespoons, 6 teaspoons, 1 butter knife and 1 sugar shell; every article guaranteed to be plated on white metal; value \$5.98 per set, at... 3.98
Cracker Jars, Fruit Dishes, Cake Baskets, Bread Trays and Butter Dishes, heavily plated on white metal; value \$1.98; special..... 1.49
Sterling Silver Sugar Shells, Cream Ladles, Orange Spoons, Sugar Tonges and Olive Spoons in French gray and bright finish; value \$1.25; special at 98c

Lowest Priced Store in New York for Fine Goods.
Ehrich Bros.
6TH AVE., 22D and 23D STS., NEW YORK.
MEN'S WINTER UNDERWEAR CUT PRICES. MEN'S DOLLAR SHIRTS ON SALE AT 50c.

Talk About Your Overcoats

--Here Are 220 Coats Worth \$15.00 Each; They're Yours at A chance like this happens but seldom.

We picked up these coats at half their value. Frieze Winter Coatings in Oxford, Gray and Black, cut 50 inches long, made just like cut, the very newest model, with full sweep, nobby and jaunty, topped off with velvet collar, handsomely tailored, sizes from 34 to 44 chest. They'll go very quickly at the price. 7.50

Very Special. About 200 Men's Suits—taken off our \$10 counters and marked down to..... 6.66